

7.1.21 Minutes of Maynard Parking Authority Meeting

Virtual Meeting via Zoom, 3:30 PM

Meeting called to order at 4:03 PM

Members present: Roz Greenstein, Ben Hofmann, Dan Nash, Michael Noble, Megan Zammuto

Guests present: Lynda Thayer

Review Meeting Minutes

Committee members decided to wait until the next meeting to vote on the outstanding minutes.

Parking Education

M. Zammuto discussed resources that outline customer-friendly parking practices and how they could inform an education/outreach plan. In discussing communication we need to first decide what exactly we are going to communicate. We want to acknowledge that parking management is for all residents and visitors to maximize parking and make it useful to everyone.

L. Thayer discussed the reframing of parking enforcement to make it a positive statement – how we can provide parking for residents or visitors. We want the parking spaces to be available and for the message to be putting the customer first. Discussed the idea of a good neighbor pledge.

Groups that we need to communicate to include the business community, business owners and residents. We want to give the business owners tools to respond positively to their customers. Public parking serves customers.

Members discussed the pros and cons to the creation of a parking map and agreed that local signage and google are the methods many use in determining where they should park when they visit somewhere new.

Parking Signage

L. Thayer provided a history of a parking signage project. The project started with the Economic Development Committee and preliminary work has been completed but the project needs a new vendor to move forward. The Parking Authority agreed that parking signage would be helpful for several areas in downtown Maynard and thanked L. Thayer for her efforts.

Action items

Dan – look into software and database management

Roz and Ben – write and review language for preliminary communication outreach

Megan – Review procurement for parking signage project and how it coincides with the DPW parking signage plan. Also review parking policy phase 2 for presentation to Select Board.

Adjournment 5:25 PM